



...we start up startups

PUBLIC AREA

Home Start Here Heaven Garage Forums Resources Newsroom

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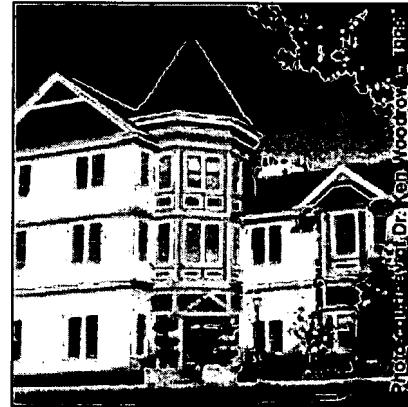
Start Here

What We Can Do For You

Garage.com's mission statement and what we will be able to do for you.

Frequently Asked Questions

Quick answers to common questions.



The garage.com Home
Palo Alto, CA

Investors In Heaven

A select list of individuals ("angels"), venture capital firms, and corporate investors who can view and may invest in investment opportunities posted in Heaven.

In the News

Our press releases, and what the press is saying about garage.com.

How To Contact Us

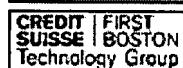
Driving instructions, and how to email, fax, or send us goodies.

Famous Garages

Hewlett Packard **really did** start in a garage...

This 1893 Queen Anne-style building was moved in 1921 from University Avenue to its current location at 420 Florence, only 1/2 mile from the most famous garage in America (and probably the world).

Our founding sponsors:



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Start Here : Famous Garages

This garage at 367 Addison Avenue in Palo Alto is California Registered Historical Landmark #976. It's the birthplace of the world's first and premier high tech region, the "Silicon Valley".

The idea for such a region originated with Dr. Fredrick Terman, a Stanford University professor who encouraged his students to start up their own electronics companies locally, rather than join established firms on the east coast.

The first two students to follow his advice were David Packard, who in 1938 was renting (with his wife) the ground floor of a small house, and William R. Hewlett, who was single and living in a tiny shingled cottage in the back yard.

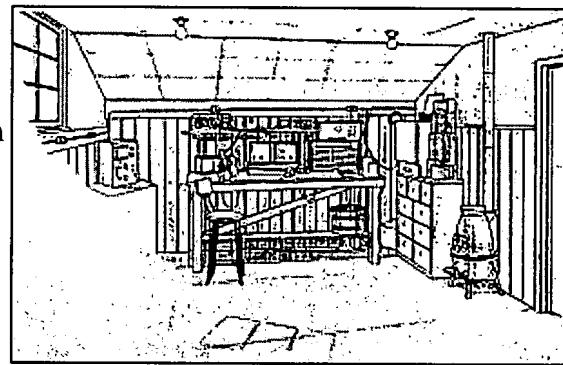
That year they began developing their first product in a 12'x18' garage adjacent to the cottage. HP's first big order arrived two years later; Walt Disney Productions purchased four resistance-tuned audio oscillators for sound production of the classic film Fantasia.



Hewlett Packard: The Early Days

1998 Market Cap: \$77 Billion
14th on the Fortune 500 list

The small workshop on the right is located on the second story of a barn in Clarence, New York. It is here where Mr. Wilson Greatbatch invented and patented the implantable pacemaker in 1958, thus becoming a leader in biomedical engineering technology and saving hundreds of thousands of lives over the years.



Wilson Greatbatch Ltd. was founded in 1970 to develop and manufacture reliable, long lived primary batteries for implantable heart pacemakers. Although the value of the pacemaker for treatment of bradycardia was then

well established, it was clear that there was room for significant improvement in the longevity and reliability of the power source.

In 1972, Wilson Greatbatch Ltd. produced the Model 702E which was the first implantable Lithium Iodine battery in the world and was offered for sale in 1973. The lithium/iodine technology emerged as the system of choice over the other battery systems used in cardiac pacemakers.

Fortune magazine has other famous garages, too. You can see:

- Apple Computer Garage
- Buddy Holly Garage
- Delta Air Lines Garage
- Henry Ford Garage
- Mattel Garage
- Reader's Digest Garage
- Walt Disney Garage

Submit A Garage

Got a suggestion for a famous garage? We'd love to hear it!

Your Name:

Your Email (example: you@domain.com):

URL of photo of garage:

What company got started there?

Description of garage (address, who owns it, etc):



PUBLIC AREA

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[Silicon Valley](#) [Austin](#) [Boston](#) [Seattle](#) [Europe](#) [Israel](#)

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Garage : Application

Thank you for applying for membership to the Garage.

All submitted information is treated as confidential by Garage.com's staff, affiliates, and advisors. We never show the information gathered in the application process to anyone outside the Garage.com evaluation team without the entrepreneur's permission.

Please read the entrepreneur's [Frequently Asked Questions](#) before proceeding. Then complete and submit the form below to obtain your password.

Once we receive this information, we will immediately email you a password that will enable you to continue with the application process.

Note: The investors who populate Heaven are specifically looking for these kinds of opportunities:

- High technology. This includes: networking, software, computer hardware and peripherals, semiconductors, Internet, telecommunications, biotechnology, and medical devices. If your startup does not fit into the high technology space, we suggest that you do not apply.
- Large capital gains. There should be a foreseeable exit strategy via acquisition or IPO. This also means that we will probably decline helping people set up consultancies and service firms with limited upside potential for investors.
- U.S. based company. In the future, Garage.com will help startups around the world. But for now, your startup must be based in the U.S. to work with Garage.com. Nevertheless, we will work with international teams who establish a U.S. corporate presence.

Obtain Password



'*' = required field

* Salutation

Mr. Ms. Mrs. Dr.

* First Name

* Last Name

* Email (example: you@domain.com)

* Email

Please enter your email address again for validation.

Note: You must enter a valid email address. We will email you a password at that address which allows you to proceed to the next part of the application process.

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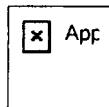
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Garage

Welcome to the Garage Entrance

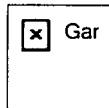
This page leads entrepreneurs to the Garage, a password-protected area where startup companies apply for membership and, after being accepted, outline their business plans to attract the attention of some of the world's best technology startup investors.

If you are an entrepreneur seeking startup capital, please read the entrepreneur's [Frequently Asked Questions](#) and then proceed by applying for membership to get started.



Apply For Membership

Need money for your startup? Let's get started!



Log In

Members with passwords enter here.



I Forgot My Password

Have your password emailed to you immediately.



Who's In Heaven?

A list of some of our Member Investors.

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The image shows the header of the Garage.com website. It features the "garage.com" logo with a house icon and the tagline "we start up startups". A search bar is positioned at the top right. Below the search bar is a horizontal menu bar with links: Home, About Us, Garage, Heaven, Human Capital, Events, Forums, and Resources. Underneath the menu bar, there is a smaller navigation bar with links for Silicon Valley, Austin, Boston, Seattle, Europe, and Israel. A "Search" link and a "Site Map" link are also present.

About Us : Frequently Asked Questions (FAQs)

■ About Garage.com

Garage.com helps entrepreneurs and investors create, build, and fund promising early-stage technology startups.

■ Entrepreneur Questions

Garage.com is the most effective way for startups to raise early-stage capital.

■ Investor Questions

Garage.com offers assistance in finding pre-screened, high-quality, early-stage investment opportunities that match qualified investors' interests.

■ Web Site Questions

Garage.com's Web site is loaded with information that can assist both entrepreneurs and investors.

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Silicon Valley Austin Boston Seattle Europe Israel Search Site Map

About Us : FAQs : Entrepreneur Questions

1. How do I submit a business plan?
2. After I submit my plan, who has access to it?
3. Does my startup have to be a high technology company to work with Garage.com?
4. Can I send Garage.com my business plan or executive summary by email, fax, or U.S. mail?
5. Is there an application or processing fee to submit my business plan to Garage.com?
6. Besides raising capital, how else can Garage.com help my company?
7. What does Garage.com look for in a startup?
8. What does it mean to have my company posted in Heaven?
9. My startup is based outside of the United States. Can Garage.com still help me?
10. What information will a Garage.com Member Investor see about my startup in Heaven?
11. Can other entrepreneurs see information about my startup in either the Garage or in Heaven?
12. How will Garage.com be compensated for assisting me?
13. Does Garage.com take an equity stake in my startup?
14. What happens when potential investors express interest in my startup?
15. When I become a Garage.com Portfolio company, should I cease my own fund-raising efforts?
16. I am interested in working with Garage.com. What do I do now?

1. How do I submit a business plan?



Visit the Garage, apply for a password, and enter your plan through our Web site. All information you submit will remain confidential within Garage.com and our Board of Advisors.

Here's an overview of the process:

1. Provide a Company Overview. After requesting and receiving a Garage password through the Garage.com Web site, you can complete a Company Overview. The overview includes basic company information including name, address, 100-word description of business concept, your team's background, and

more detailed information about your startup. If you already have a written business plan, much of this information can be used in Garage.com's Web-based application form. The Company Overview is submitted via our Web site for review by our evaluation team.

2. Meet Face-to-Face. If we believe your company would be of interest to our Member Investors, we will invite you to come to our offices for a face-to-face meeting. At this one-hour meeting, you will give a brief presentation about your management team (and boards of directors and advisors), the size of the target market, your competition, your product or service, and financial projections. We will give you our presentation about Garage.com and the services we provide. We will also spend some time asking you questions and answering your questions.
3. Become a Garage.com Portfolio Company. If your startup meets the criteria of our Member Investors and passes our evaluation, we will invite you to become a Garage.com Portfolio company. After legal review of the documents, we sign the necessary agreements detailing our mutual responsibilities, business terms, and conditions. Once the paperwork is complete, you become a Garage.com Portfolio company with full access to our startup resources and services.

2. After I submit my plan, who has access to it?

We maintain strict confidentiality over your business plan throughout the application process. Only Garage.com employees and advisors will see your application. Once you become a Portfolio company, you will determine what information about your startup will be made available to Member Investors. The startup team controls which information is released to our Member Investors at all times throughout the Garage.com funding process.

3. Does my startup have to be a high technology company to work with Garage.com?

Yes. Our Portfolio companies fall into the following sectors: e-commerce, communications and networking, Internet tools and infrastructure, hardware, life sciences, semiconductors, software, and wireless technology.

4. Can I send Garage.com my business plan or executive summary by email, fax, or U.S. mail?

Please do not submit a business plan or executive summary by email, fax, or U.S. mail. You must enter your company's information into our database via the Web-based application process. Our application process draws substantially from the entrepreneur's business plan, but

also requires the entrepreneur to address several specific questions that we have found helpful in capturing the essence of the business. Additionally, and most importantly, Member Investors see the investment opportunities in a standardized format generated by our database. Nevertheless, a full business plan will be very valuable as you proceed to detailed discussions with interested investors.

5. Is there an application or processing fee to submit my business plan to Garage.com?

No, the application process is free.

6. Besides raising capital, how else can Garage.com help my company?

Our primary mission is to help your company raise capital. In addition, we provide a full suite of services to help our Portfolio companies prepare for growth. Garage.com offers advice on the development of business models, financing strategies, and organizational infrastructure, as well as guidance on presentation, negotiation, and valuation techniques. Our Human Capital department helps startups fill critical management and technical positions. Garage.com works with startups to develop alliances, partnerships, and key customer relationships. And, we help startups create effective marketing and communications strategies. Our online services provide startups efficient access to high quality investors and streamline the funding process.

7. What does Garage.com look for in a startup?

We evaluate startups on four primary criteria:

1. Large, strategic markets. We look for entrepreneurs and startup companies focused on emerging high technology sectors . Specific sectors of interest include networking, wireless, software, computer hardware and peripherals, semiconductors, Internet, telecommunications, biotechnology, and medical devices.
2. Early-stage. Our Member Investors are interested in early-stage startup companies. Therefore, we are looking for companies that have developed the basic idea and business strategy, assembled a core team of individuals, and perhaps made progress raising their own capital or funds from their family and friends. These startups are typically interested in raising \$1 million to \$5 million to launch serious development and/or marketing efforts.
3. An aggressive, growth-oriented business plan. The company's business plan should demonstrate the startup's plans for rapid growth. Garage.com looks for startups that can become #1 or #2 in a specific market segment. Your plan must show how your

company will become profitable and provide investors with a significant return on their invested capital in the near future.

4. A talented team. We are looking for entrepreneurs who are bright, talented, experienced, and have a deep understanding of their market space and the business model underlying their company's success.

8. What does it mean to have my company posted in Heaven? 

Heaven is the password-protected area of our Web site where our Member Investors view descriptions of our Portfolio companies.

9. My startup is based outside of the United States. Can Garage.com still help me? 

In many cases, we can help startups that are based outside of the United States raise capital from investors in the United States. For regulatory reasons, we cannot, at this time, raise capital from investors located outside of the United States. In some cases, however, we cannot help startups that are located outside the United States, depending on the jurisdiction in which the startup is located.

10. What information will a Garage.com Member Investor see about my startup in Heaven? 

Member Investors will see a brief executive summary that includes only the information that you want to release to investors. If an investor expresses an interest in your startup, you can then decide whether you wish to engage in discussions with that investor. Member Investors will contact you through the Garage.com Web site, and when they do, you will receive an investor profile describing their experience, investment history, and specific industry interests.

11. Can other entrepreneurs see information about my startup in either the Garage or in Heaven? 

No, only qualified Member Investors can see companies listed in Heaven. Member Investors will only see information that you approve.

12. How will Garage.com be compensated for assisting me? 

If your company is accepted into the Portfolio, Garage.com will help you get the financing, guidance, and human capital your company needs to succeed. In return, Garage.com earns a cash fee contingent

upon the completion of your financing and an opportunity to purchase stock in your startup.

13. Does Garage.com take an equity stake in my startup?

The compensation Garage.com earns for assisting your startup with its financing activities includes an opportunity to purchase stock in your company.

14. What happens when potential investors express interest in my startup?

When a Member Investor expresses interest in a Portfolio company, Garage.com will send you the Investor Profile, so you know who the investor is. You can then make an informed decision whether to proceed with that particular investor. You control whether and when to release additional information to a particular investor in Heaven.

15. When I become a Garage.com Portfolio company, should I cease my own fund-raising efforts?

No, you should continue to pursue all avenues of funding. You should view Garage.com as a "multiplier" of your own fund-raising efforts. We will present your company to our community of Member Investors (venture capital, corporate, and angel investors) in Heaven.

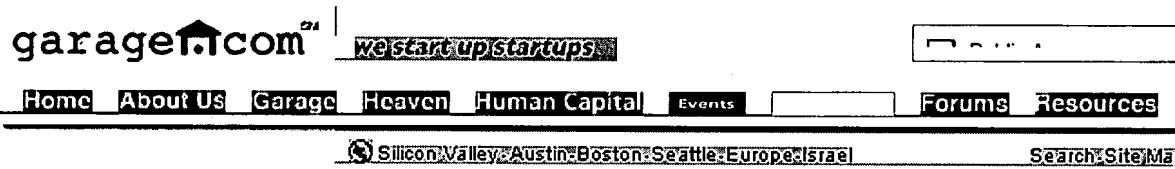
16. I am interested in working with Garage.com. What do I do now?

Visit the Garage now and apply for membership.

Still have questions? Email us at info@garage.com.

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The screenshot shows the garage.com website. At the top is a navigation bar with links for Home, About Us, Garage, Heaven, Human Capital, Events, Forums, and Resources. Below the navigation bar is a horizontal menu with links for Silicon Valley, Austin, Boston, Seattle, Europe, and Israel. A search bar and a Site Map link are also present. The main content area features a large image of a garage door with the text "garage.com" and "we start up startups".

About Us : FAQs : Investor Questions

1. I am interested in becoming a Garage.com Member Investor. What do I do now?
2. What types of investors can use Garage.com to find early-stage startup investment opportunities?
3. How can I become a Garage.com Member Investor? Can any potential investor join?
4. Is there a membership fee for investors to gain access to Heaven?
5. How can Garage.com help me as an investor in early-stage technology startups?
6. I am a foreign citizen living in the United States. May I join Heaven?
7. I am a foreign citizen living outside the United States without a U.S. residence. May I join Heaven?
8. Do Garage.com Portfolio companies have a minimum level of investment?
9. I want to be a Member Investor in Heaven, but I don't want Garage.com's startup companies contacting me. How do you prevent this from happening?
10. What is an Investor Profile?
11. I'm busy and don't have time to surf through Heaven looking for the right opportunity. What are my alternatives?
12. Where can I learn how to use Heaven most effectively?
13. Does Garage.com guarantee SEC compliance for its offerings?

1. I am interested in becoming a Garage.com Member Investor. What do I do now? 

Investors can go to Heaven now and apply for membership.

2. What types of investors can use Garage.com to find early-stage startup investment opportunities? 

Garage.com Member Investors fall into three main categories: venture capitalists, corporate investors, and high net worth individuals (angels).

3. How can I become a Garage.com Member Investor? Can any potential investor join?

Individual investors (angels) who wish to make a private placement in a Garage.com Portfolio company must meet strict SEC (Securities and Exchange Commission) requirements for accredited and sophisticated investors. In addition, Garage.com requires that investors demonstrate experience with startup investments. We look for investors who bring relevant expertise and assistance to our startup companies.

An individual investor must demonstrate the following to be considered an accredited investor:

1. A net worth of \$1,000,000 either individually or jointly with a spouse; or
2. Individual income of \$200,000 in each of the two most recent years and a reasonable expectation of reaching the same income level this year; or
3. Joint income with a spouse of \$300,000 in each of the two most recent years and a reasonable expectation of reaching the same income level this year

Venture capital and corporate investors generally are accredited if they have total assets of more than \$5,000,000.

4. Is there a membership fee for investors to gain access to Heaven?

We charge an annual membership fee of \$495 for individual investors and \$3,495 for venture and corporate investors (for up to ten users). We do provide a free, 90-day no obligation trial for qualified investors.

5. How can Garage.com help me as an investor in early-stage technology startups?

Garage.com understands that your time is limited and valuable. We make it easy for you to find promising early-stage investments that meet your specific investment criteria. Our executives screen thousands of business plans and present you with those startups we believe are most promising. We show you investment opportunities in a standardized format to help expedite your review. In Heaven, you can customize your search parameters so that you only review those companies that meet your investment criteria. Garage.com will notify you when a new opportunity meets your criteria.

6. I am a foreign citizen living in the United States. May I join Heaven?



If you are an accredited and sophisticated investor, and if you are a legal resident of the United States, you may join Heaven.

7. I am a foreign citizen living outside the United States without a U.S. residence. May I join Heaven?

Unfortunately, we currently cannot offer our service to non-U.S. based individuals and professional investors. Each country has its own securities laws and many have varying private placement exemptions and associated net worth requirements. We hope to begin offering memberships to non-U.S. based investors in the near future. In the mean time, please fill in your contact information in the Heaven area of our site. We will maintain your information in our database and contact you when we have come to a resolution in your country.

8. Do Garage.com Portfolio companies have a minimum level of investment?

Each company may set its own minimum investment level. Companies posted in Heaven will typically ask for a minimum of \$50,000 or \$100,000 from each investor. In some cases, however, the company may be willing to take smaller or larger investments if the investor brings valuable expertise to the company.

9. I want to be a Member Investor in Heaven, but I don't want Garage.com client companies contacting me. How do you prevent this from happening?

Member Investors control the release of their identity and contact information to entrepreneurs. You may authorize Garage.com to release your Investor Profile on a case-by-case basis to only those Portfolio companies that meet your interests. Only those companies will contact you. Startups don't browse investors; investors browse companies.

10. What is an Investor Profile?

When you apply to become a Member Investor, you will create an Investor Profile. The Investor Profile contains your contact information, investment preferences, investment history, and high tech background. The Investor Profile is confidential and known only to the Garage.com staff, affiliates, and advisors.

11. I'm busy and don't have time to surf through Heaven looking for the right opportunity. What are my alternatives?

When you complete an Investor Profile, you describe the types of opportunities that interest you and how you prefer to hear about those opportunities: email or fax. When we post a new investment opportunity in Heaven that matches your selected criteria, we will notify you. The Garage.com standardized format makes reviewing investment opportunities both quick and easy. You do not need to do anything unless you are interested in pursuing an investment in one of our Portfolio companies.

12. Where can I learn how to use Heaven most effectively? 

Once you become a Member Investor, you will receive a password for access to Heaven. In Heaven, you will find more specific "how do I use Heaven" FAQs.

13. Does Garage.com guarantee SEC compliance for its offerings? 

No, the entrepreneur is responsible for complying with all SEC compliance and regulatory issues. Garage.com encourages all client companies to have qualified legal counsel to direct them through the fundraising process.

Still have questions? Email us at info@garage.com.

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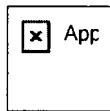
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Heaven

Welcome to Heaven's Entrance

This page leads investors -- high net worth individuals ("angels"), venture capitalists, and corporate investors -- to Heaven, a password-protected area where investors apply for membership and, after being accepted, find startup opportunities that match their investment preferences.

If you are an investor seeking startup investment opportunities, please read the investor's [Frequently Asked Questions](#) and then proceed by applying for membership to get started.



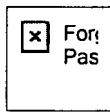
Apply For Membership

Want to invest in high-tech startups? Let's get started!



Log In

Members with passwords enter here. You can optionally enter Heaven [with encryption](#).



I Forgot My Password

Have your password emailed to you immediately.



Who's In Heaven?

A list of some of our Member Investors.

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Home About Us Heaven Garage Forums Resources Newsroom Startup Jobs Bootcamp		
Silicon Valley/Austin Seattle/Europe/Israel		Search Site Map

Heaven : Application

Welcome to the first step of the Garage.com Heaven membership application process.

As a Heaven member, you will join an outstanding group of highly sophisticated individual angels, venture capitalists, and corporate investors who invest in technology and medical or life science companies. Heaven members are qualified to review an assortment of handpicked startup investment opportunities. For further information, please read the [Member Investor Benefits](#), [Investor Qualifications](#), and the [Frequently Asked Questions](#) pertaining to investors before completing the Heaven application below.

Once you complete and submit the information below, you will soon receive a password which allow you to complete the rest of your application.

All of the information you submit to Garage.com in your Heaven application is regarded as private and confidential. Garage.com will never display or furnish the submitted information to anyone outside of Garage.com without your permission.

>* = required field

* Salutation

Mr. Ms. Mrs. Dr.

* First Name

* Last Name

* Email (example: you@domain.com)

* Email Address Confirmation

(4)

(Please enter your email address again for validation).

Note: You must enter a valid email address. We will use your email address to communicate with you throughout the entire Heaven application process.

* Age:

* Country of residency

* State (US Residents only)

* Do you intend to invest as an individual or on behalf of your company?

Individuals:

Individual Investor

Professionals:

Corporate Investor

Venture Capitalist

Other (for example, Bank)

Company name:

Note: If you work for a venture firm, an investment firm, or the investment arm of a corporation, and you will be reviewing investment opportunities on behalf of your organization, you must choose a professional category. If you are reviewing investment opportunities for yourself as well as your organization, also choose a professional category.

For Individual Investors Only

* The Securities and Exchange Commission (SEC) requires that all of our individual investors be "accredited investors" as specified in Rule 501 of Regulation D. To meet this requirement, you must have a net worth of at least



\$1,000,000. If you do, and are willing to sign a document attesting to that fact, you may continue.

- I am an "accredited investor"
- I am not an "accredited investor"

Note: Before you can invest in any startups you will have to sign a paper document attesting to the fact that you are an accredited investor.

Who referred you to Garage.com?

What company do they work for?

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